

THE EMBODIMENTS OF THE INVENTION IN WHICH AN EXCLUSIVE PROPERTY OR PRIVILEGE IS CLAIMED ARE DEFINED AS FOLLOWS:

1. A method for delivering presentations associated with data mining models comprising the steps of:

- 5 a) storing said data mining models and said presentations in a repository in a data mining system;
- b) associating ones of said data mining models with ones of said presentations through references within ones of said presentations;
- c) receiving a request from a user for a presentation;
- 10 d) processing said request to determine an appropriate presentation corresponding to said request; said request including a customer identification; said request including an event identification; and,
- e) delivering said appropriate presentation to said user.

15 2. The method of claim 1 and further comprising the steps of:

- a) creating a database schema for said repository;
- b) creating said data mining models and importing said data mining models into said data mining system; and,
- 20 c) creating said presentations and importing said presentations into said data mining system.

3. The method of claim 1 and further comprising the steps of:

- a) receiving inputs from said user and from reporting systems included in said data mining system;
- 25 b) updating ones of said data mining models and ones of said presentations based on said inputs to produce ones of updated data mining models and ones of updated presentations; and,
- c) storing ones of said inputs, ones of said updated data mining models, and ones of said updated presentations in said repository.

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4. The method of claim 1 and further comprising the steps of:

- a) defining rules under which said data mining models are associated with said presentations; and,
- b) defining rules under which ones of said presentations are selected and prepared for delivery.

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5. The method of claim 1 wherein said data mining models include simple and complex scores, static and dynamic scores, rules, rules sets, and rules systems, and composites and combinations of such scores, rules, rules sets, and rules systems.

10 6. The method of claim 1 wherein said presentations include defined sets of content including data mining model references, scores, rules, attributes, activity suggestions, to do lists, pop-up windows, HTML segments, XML scripts, and sets of computer instructions.

15 7. The method of claim 1 wherein said presentations include simple presentations, range based presentations, and complex presentations.

8. The method of claims 1, 2, 3, or 4 wherein said steps are accomplished over network means including Internet means.

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9. The method of claim 1 wherein said user includes data mining management consoles integrated with or connected over said network.

10. The method of claim 1 wherein said user includes applications running on a
25 computer, system, or other appliance integrated with or connected over said network.

11. The method of claim 1 wherein said user includes thin or thick clients in a client-server or browser-server environment integrated with or connected over said network.

30 12. The method of claim 3 wherein said inputs include attributes provided by or associated with said user including identity and locator.

13. The method of claim 2 wherein said step of creating said presentations and said data mining models is accomplished by means including text editor, scripting tool, web development tool, and HTML editor.

5 14. The method of claim 3 wherein said reporting systems within said data mining system include outcome monitoring systems and presentation usage monitoring systems.

15. The method of claim 3 wherein said inputs include updates, edits, modifications, deletions, replacements, suspensions, changes, improvements, and optimizations of said
10 data mining models and said presentations.

16. The method of claim 3 wherein said step of updating said data mining models and said presentations includes editing, modifying, deleting, replacing, suspending, changing, improving, and optimizing said data mining models and said presentations.

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17. A data mining system for delivering presentations associated with data mining models, said data mining system comprising:

- a) a repository for storing said data mining models and said presentations;
- b) means for accessing, creating, updating, and importing said data mining
20 models, said presentations, and the content and structure of said repository;
- c) means for selecting and preparing ones of said presentations for delivery to users; and,
- d) means for accessing said data mining system by said users, for receiving
25 first and second inputs from said users, and for delivering said presentations to said users.

18. The system of claim 17 wherein said data mining models include simple and complex scores, static and dynamic scores, rules, rules sets, and rules systems, and
30 composites and combinations of such scores, rules, rules sets, and rules systems.

19. The system of claim 17 wherein said presentations include defined sets of content including data mining model references, scores, rules, attributes, activity suggestions, to do lists, pop-up windows, HTML segments, XML scripts, and sets of computer instructions.

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20. The system of claim 17 wherein said presentations include simple presentations, range based presentations, and complex presentations.

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21. The system of claim 17 wherein said repository is a database having a database schema and database management system.

22. The system of claim 17 wherein said means for accessing, creating, updating, and importing said data mining models, said presentations, and the content and structure of said repository includes a data mining console system.

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23. The system of claim 17 wherein said means for creating said presentations and said data mining models includes text editors, scripting tools, web development tools, and HTML editors.

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24. The system of claim 17 wherein said means for selecting and preparing ones of said presentations for delivery to users includes an analytic decision engine system including model presentation services and scoring services modules.

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25. The system of claim 17 wherein said means for accessing said data mining system by said users, for receiving first and second inputs from said users, and for delivering said presentations to said users includes networks including the Internet.

26. The system of claim 17 wherein said users include data mining management consoles integrated with or connected over said network.

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27. The system of claim 17 wherein said users include applications running on a computer, system, or other appliance integrated with or connected over said network.
28. The system of claim 17 wherein said users include thin or thick clients in a client-server or browser-server environment integrated with or connected over said network.
29. The system of claim 17 wherein said first inputs include attributes provided by or associated with said users including identity and locator.
30. The system of claim 17 wherein said second inputs include updates, edits, modifications, deletions, replacements, suspensions, changes, improvements, and optimizations of said data mining models and said presentations.
31. The system of claim 17 wherein said data mining system includes reporting systems.
32. The system of claim 31 wherein said reporting systems include outcome monitoring systems and presentation usage monitoring systems.
33. The system of claims 32 wherein said reporting systems are operable to produce ones of said second inputs.
34. The system of claim 17 wherein said data mining system includes servers, memory devices, processing units, input devices, output devices, display devices, and said users for storing and processing sequences of instructions and for enabling communications with said users.
35. The system of claim 34 wherein said sequences of instructions which when executed cause the method of claims 1 through 4 to be performed.